

1. (Amended) In a computer network formed of a communication channel and a plurality of digital processors coupled to the communication channel for communication thereon, computer apparatus for initially creating a psychographic profile of a user comprising:

a data assembly for providing and supporting display of agate information to users of the computer network, in response to a user request the data assembly transmitting [desired] requested agate information across the communication channel to one of the digital processors for display of the [desired] requested agate information and viewing by the user; and

a tracking and profiling member responsive to the data assembly upon display of the requested agate information, in response to a user viewing requested agate information obtained through the data assembly, the tracking and profiling member recording indications of physical activity by the user during viewing [activity] of the displayed requested agate information, said physical activity being with respect to the displayed requested agate information and including user response to the displayed requested agate information, such that said recorded indications of physical activity by the user generates [and therefrom providing] a psychographic profile of the user.

2. (Amended) Apparatus as claimed in Claim 1 wherein the agate information provided by the data assembly [provides] includes at least one of stock and market data, theater and television schedules, sports statistics, weather information, travel information and Directory information.

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9. (Amended) In a computer network formed of a communication channel and a plurality of digital processors coupled to the communication channel for communication thereon, a method for [forming] initially creating user profiles comprising the steps of:

providing and supporting display of agate information for viewing by users of the network;

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for each user, during user viewing of agate information, recording [history of user] indications of physical activity including response by the user with respect to agate information being viewed by the user;

from the recorded [history] indications of physical activities and responses of the user, [forming] creating user profiles of the users, each user profile providing an indication of categories of interest to the user and display preferences for each category.

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10. (Amended) A method as claimed in Claim ¹⁰9 wherein the step of providing and supporting display of agate information includes providing and supporting display of at least one of stock data, media schedules, sports news, weather information, travel information, and directory information.

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11. (Twice Amended) A method as claimed in Claim ¹⁰9 wherein the step of providing and supporting display of agate information includes displaying advertisements to users by (i) providing advertisements, (ii) for each advertisement, providing a target profile of desired users to whom to display the advertisement, and (iii) for each user, comparing user profile to target profiles of the

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advertisements and displaying advertisements having target profiles substantially matching the user profile.

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13. (Twice Amended) In a computer network formed of a communication channel and a plurality of computers coupled to the communication channel for communication thereon, a method for defining profiles of target users comprising the steps of:

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- (a) providing a source of displayable information, the source holding a multiplicity of pieces of information;
 - (b) for each of certain pieces of information in the source, setting respective initial profiles of target users to receive the certain piece of information;
 - (c) transmitting each of the certain pieces of information across the communication channel such that each is displayed only to users having a profile substantially matching the respective initial profile of the certain piece of information;
 - (d) recording computer activity [of] by users during display and user viewing of the certain pieces of information, said computer activity including physical activity and response by the user during viewing of the certain pieces of information;
 - (e) redefining the initial profiles of target users based on a regression analysis of the recorded computer activity of users, said redefining forming respective adjusted profiles of target users for each of said certain pieces of information; and
 - (f) continually repeating steps (c) through (e) with the adjusted profiles of the certain pieces of
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